


In the Claims:

Following is a complete listing of the claims pending in the application, as amended:

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1. (Withdrawn)
 2. (Withdrawn)
 3. (Withdrawn)
 4. (Withdrawn)
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22. (Withdrawn)

23. (Withdrawn)

24. (Withdrawn)

25. (Currently Amended) A method in a computing system for notifying a first user about a purchase made by a second user, comprising:

detecting that the second user has purchased an item;

determining that the first user has a purchase notification relationship with the second user established independently from the purchase of the item by the second user; and

providing to the first user a notification that the second user has purchased the item.

26. (Original) The method of claim 25 wherein a notification that the second user has purchased the item is provided to the first user by displaying a visual indication of the purchase on a Web page requested by the first user.

27. (Original) The method of claim 25 wherein a notification that the second user has purchased the item is provided to the first user by sending a message to the first user.

28. (Original) The method of claim 27 wherein the sent message is an electronic mail message.

29. (Original) The method of claim 27 wherein the sent message is an instant message.

30. (Original) The method of claim 27 wherein the sent message is a pager message.

31. (Original) The method of claim 27 wherein the sent message is a snail mail message.

32. (Original) The method of claim 27 wherein the sent message is a voice mail message.

33. (Original) The method of claim 25, further comprising establishing for the first user a purchase notification relationship with the second user in response to an instruction from the second user.

34. (Original) The method of claim 25, further comprising establishing for the first user a purchase notification relationship with the second user in response to an instruction from the first user.

35. (Original) The method of claim 25, further comprising establishing for the first user a purchase notification relationship with the second user in response to a comparison of characteristics of the first and second users.

36. (Original) The method of claim 25 wherein the notification is only provided in response from authorization from the second user with respect to the item.

37. (Original) The method of claim 25 wherein the notification includes a control for obtaining additional information about the product.

38. (Original) The method of claim 25 wherein the notification includes a control for purchasing the product.

39. (Original) The method of claim 25 wherein the detecting comprises receiving an order from the second user for the item.

40. (Original) The method of claim 25 wherein the detecting comprises receiving an order from a third user ordering the item as a gift for the second user.

41. (Original) The method of claim 25 wherein the detecting comprises receiving input from the second user indicating that the second user owns the item.

42. (Currently Amended) A computer-readable medium whose contents cause a computing system to notify a first user about a purchase made by a second user by:

detecting that the second user has purchased an item;

determining that the first user has a purchase notification relationship with the second user established independently from the purchase of the item by the second user; and

providing to the first user a notification that the second user has purchased the item.

43. (Currently Amended) A computing system for notifying a first user about a purchase made by a second user, comprising:

a purchase detection subsystem that detects that the second user has purchased an item for a recipient other than the first user;

a purchase notification relationship subsystem that determines that the first user has a purchase notification relationship with the second user; and

a notification subsystem that provides to the first user a notification that the second user has purchased the item.

44. (Withdrawn)

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61. (Withdrawn)

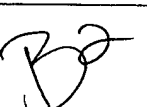
62. (Withdrawn)

63. (Withdrawn)

64. (Withdrawn)

65. (Withdrawn)

66. (Withdrawn)

 67. (New) The computing system of claim 43 wherein the recipient is the second user.